

Mr Ben Porte
Barton Hall
29 Gloucester Street
Cirencester
Gloucestershire
GL7 2DJ

Application Ref: **2015/1431/A**
Please ask for: **Obote Hope**
Telephone: 020 7974 **2555**

8 April 2015

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement Consent Refused

Address:
**Flank Elevation of Unit 13
New College Court
Finchley Road
London
NW3 5EX**

Proposal: Display of 1x internally illuminated advertising hoarding to side elevation replacing existing hoarding on property.
Drawing Nos: A00001, 002061/001, 002061/002.

The Council has considered your application and decided to **refuse** advertisement consent for the following reason(s):

Reason(s) for Refusal

- 1 The internally illuminated advertisement would by reason of its size, inappropriate design, prominent location between the 3rd and 5th floor and method of illumination would harm the character and appearance of the host building and streetscene contrary to policy CS14 (Promoting High Quality Places and Conserving Our Heritage) of Camden's Local Development Framework Core Strategy 2010, as well as Policy DP24 (Securing High Quality Design) Camden's Local Development Framework Policies 2010-2025.



In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment